

# MARISSA TEJADA

Public Relations | Editorial Director | Journalist | Content Writer

## PROFESSIONAL SUMMARY

An award-winning journalist and PR professional with 18 years of content media and editorial experience including roles in high-tech PR, travel journalism and corporate media relations. An entrepreneur, published author and social media influencer possessing expert skills in content creation, digital media and blogging. Work featured on CNN, BBC, Forbes, Lonely Planet and Fodor's.

## WORK EXPERIENCE

**CONTENT MANAGER, WRITER AND EDITOR** 2009-present  
Contributing writer and editor - Seattle, WA

- \* Writer, editor and contributor for major media including CNN Travel, CNN International, Lonely Planet, Fodor's, Forbes and more.
- \* Content writer and blogger for corporate technology and travel brands including IBM, Chrysler, Veracode, Electric Cloud, Kaspersky, Vantage Travel and more.
- \* Produced corporate content, magazine copy and website copy.

**PUBLISHER | CONTENT EDITOR | WRITER** 2012-present  
Travel Greece, Travel Europe – www.travelgrecetraveleurope.com

- \* Publisher and writer of an awarded niche travel website, one of the top 25 European travel blogs in the world. Increased page views by 300% with current stats of 32,000+ per month and 25,000+ social media followers. DA: 40 | PA: 42
- \* Collaborated with companies across Europe for select marketing campaigns. Utilized PR expertise for media outreach.

**EDITORIAL DIRECTOR** 2015-present  
Blog Smart Agency – Athens, Greece

- \* Co-founder of a boutique agency working with small European travel business that are aiming to increase their industry influence through effective blogging.
- \* Content calendar editor and content writer for client blogs.

**PUBLISHED AUTHOR** 2014  
Chasing Athens – www.chasingathens.com

- \* Author of women's fiction novel *Chasing Athens*, published by Musa Publishing.
- \* Reached Top 10 Amazon Best Sellers ranking and earned Five Star Readers' Choice Review Award. Utilized PR expertise for author events and media coverage.

**GLOBAL PUBLIC AND MEDIA RELATIONS MANAGER** 2006-2009  
IBM – San Francisco, CA

- \* Directed multiple media campaigns for regional and product PR.
- \* Managed major media coverage including The New York Times, AP and Reuters.
- \* Media relations lead and press event organizer for international PR campaigns.
- \* Worked closely with internal communications, marketing, analyst and influencer relations within IBM and managed PR agency support.
- \* Wrote and placed IBM op-eds in major regional U.S. media.
- \* Earned IBM Bravo! Corporate Award for media relations project management.

**JOURNALIST** 1999-2006  
WOFL-TV FOX 35 - Orlando, FL | KEPR-TV - Tri-Cities, WA  
WETM-TV - Elmira, NY | The Ithaca Journal – Ithaca, NY

- \* Reporter for national events and breaking news for the Fox News Channel.
- \* Anchored live local newscasts. Produced and wrote exclusive reports and investigations. Covered national entertainment stories including American Idol.
- \* Daily live shots, managed on-scene crews and edited video within tight deadlines.
- \* Honored with a national beat reporting award for an investigative piece about general aviation safety.

## CONTACT INFORMATION

 LinkedIn  
marissa-tejada

## EDUCATION

JOURNALISM, BA 2000  
Ithaca College

## MEDIA CONTRIBUTOR

CNN International, CNN Travel, BBC Travel, Forbes, Fodor's, Lonely Planet, Wine Enthusiast, GQ and more.

## AWARDS & RECOGNITION

- \* IBM Bravo! Corporate Award for international media relations project management
- \* Max Karant Journalism Award for investigative journalism
- \* Top 25 European Travel Blogs on the Planet | Feed Spot
- \* Certificate of Attainment - Greek language | Greek Ministry of Education
- \* Five Star Readers' Choice Review Award for novel *Chasing Athens*

## SKILLS

Media Pitching, Media Relations, PR Campaigns, PR Training, PR Writing, Press Event Management, Digital Media Strategy, Content Writing, Feature Writing, Reporting, Photography, Video Editing, Videography, Blogging, Podcasting, SEO for Bloggers, Editing, Social Media, External Communications, WordPress, Photoshop, Lightroom

## MEMBERSHIPS

- \* Society of American Travel Writers
- \* Asian American Journalists Association
- \* Romance Writers of America
- \* American Women's Organization of Greece | Non-profit volunteering organization - PR Chair